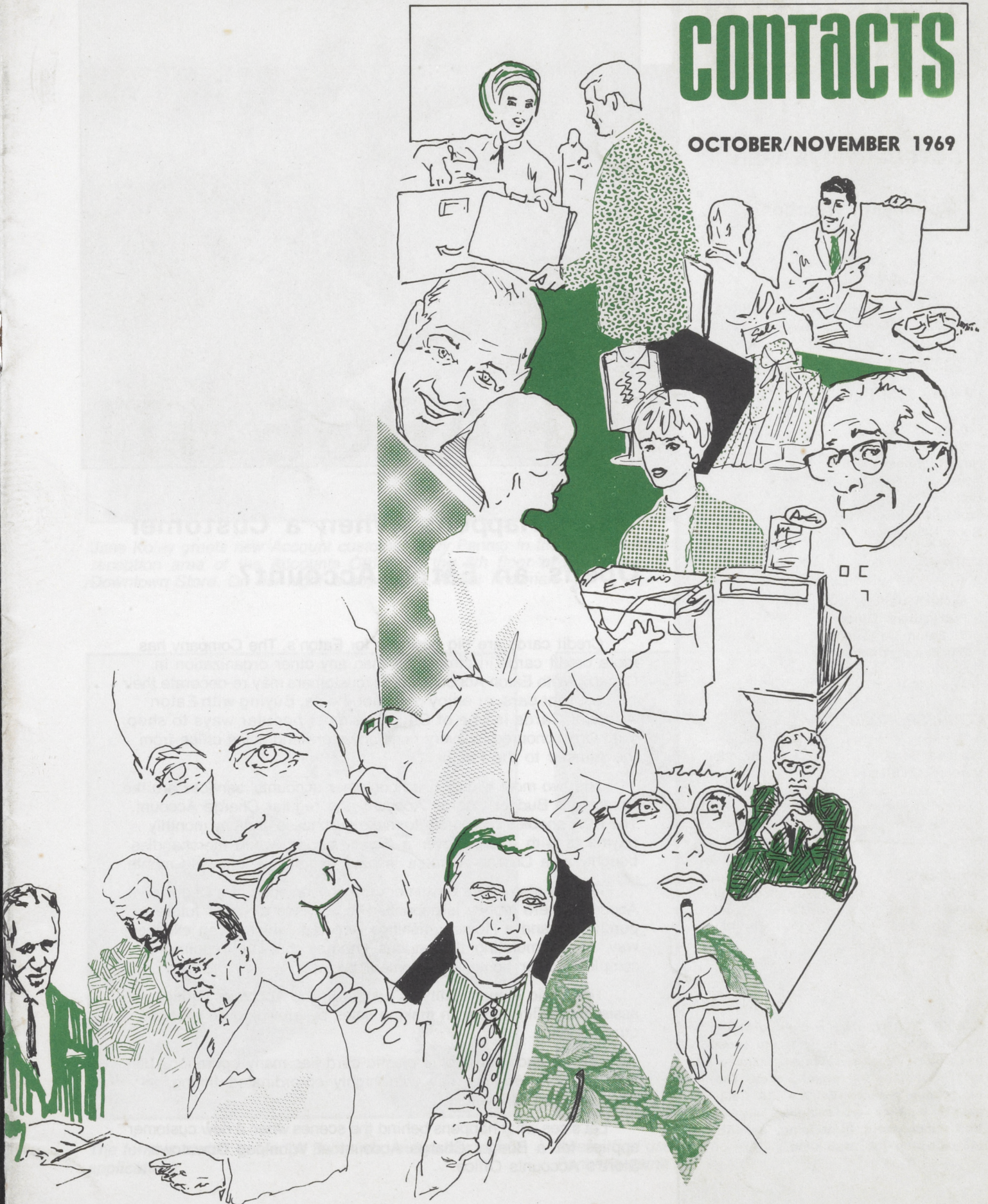


CONTACTS

OCTOBER/NOVEMBER 1969



CONTACTS

OCTOBER/NOVEMBER

Volume 5, Number 8

Published to communicate the activities of 10,000 Western Division Staff, the performance and progress of our Company and the retail industry.

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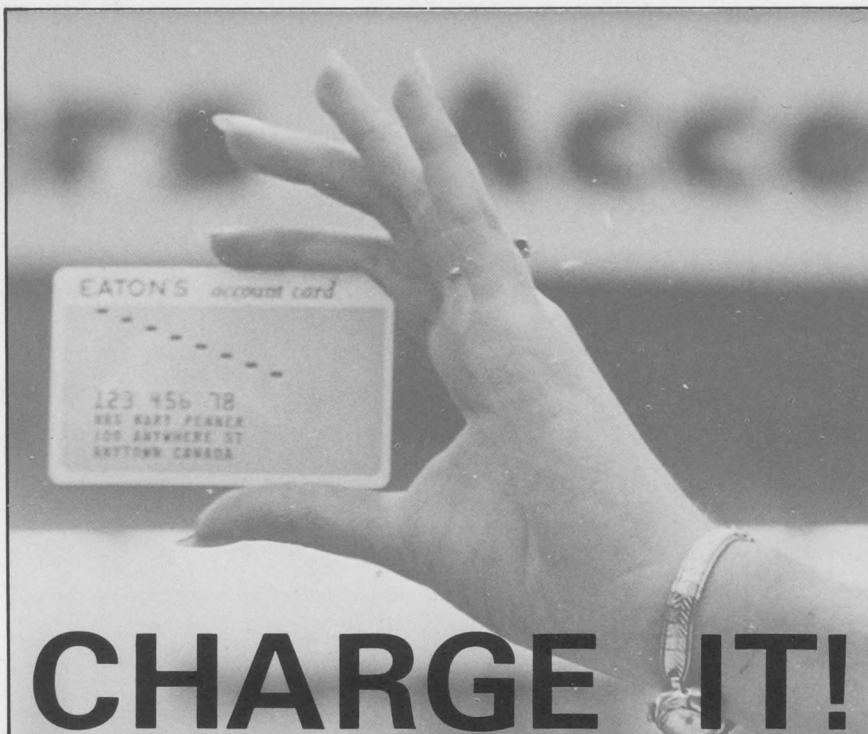
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COVER STORY: The artist's drawing on the cover of this issue is the same as a new booklet entitled *Management Guide to Personnel Policy*. The publication outlines Eaton's the Company's policies on subjects ranging from employment to training, benefits to wage and job evaluation.



What Happens When a Customer Opens an Eaton Account?

Credit cards are big business for Eaton's. The Company has more credit cards in circulation than any other organization in Canada. With Eaton Account Cards, customers may re-decorate their homes, rent cars, or enjoy gourmet meals. Buying with Eaton Account Cards is one of Canada's most popular ways to shop. They are honoured in every company store and sales office from the Atlantic to the Pacific.

The two most widely used customer accounts' services are the Company's Budget Charge Account and regular Charge Account. The BCA enables customers to make purchases and pay monthly payments with interest over a 2 year period, while merchandise bought on a Charge Account is paid in full the following month.

Eaton's also offers customers the convenience of a Deposit-Account where money is deposited in advance to cover future purchases, and a Homefurnishings Account, which is an excellent way of accumulating the various charges that are required to complete major home improvement projects.

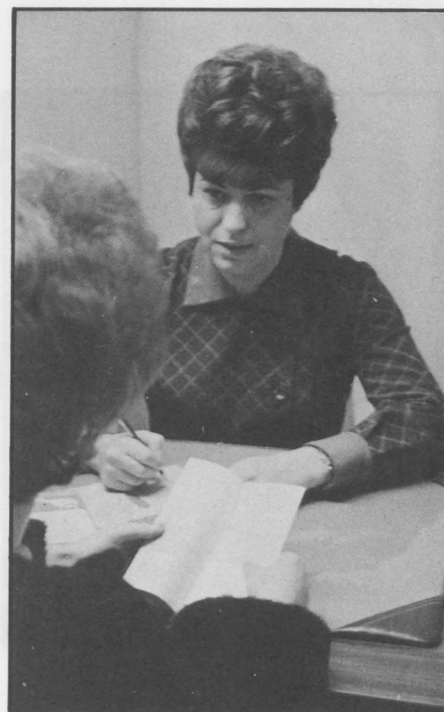
The basic responsibility of people in the Accounts Office is to assist the selling areas in making sales by providing an efficient credit service.

Behind each shiny blue plastic card lies many operations performed every working day with highly co-ordinated timing, accuracy and efficiency.

Let's see what happens behind the scenes when a new customer applies for a Budget Charge Account at Winnipeg Downtown Store's Accounts Office.



Jane Koley greets new Account customer Mary Penner in the smart-looking reception area of the Accounts Office on the 8th floor of the Winnipeg Downtown Store. On her right is supervisor Walter Freeman



Mrs. Penner learns about Eaton's credit services by interviewer Doris Levitt, who fills out her application for a Budget Charge Account



The form is routed to Madge Broty who authorizes credit applications



Adele Kind uses an addressograph machine to type Mrs. Penner's name and number on her BCA Account Card



Holes are punched on the card to coincide with the card's number by Elizabeth Smale, who then double checks the information by feeding the card into a miniature salestronic cash register



Immediately after Mrs. Penner's application has been processed her name and BCA number are filed by Marlene Arbuckle on a rotary card wheel index



When the card is ready, Dulcie Henderson types out a form letter and encloses the credit card. As soon as Mrs. Penner receives the card she can start purchasing



The first buy Mrs. Penner makes with her new card is an imported sweater, purchased from Julia Agar, Misses' Sports Wear

**Eaton
Account
Cards
are
Honoured
in every
Eaton Store
and
Sales Office
from the
Atlantic
to the Pacific**

how to be an

INSTANT SKIER

(well, almost)

For the skier, beginner or otherwise, the key to success on the slopes often depends on being in top physical shape. To begin your pre-season training, unlimber those lazy limbs with four special exercises demonstrated by two enthusiastic skiers Greta Hughes, Polo Park Cosmetics, and Ian Stuart, Downtown Shoe Department. See page 6.

Both Eatonians became active in the sport when they were children and emphasize the importance of learning at an early age. Says Greta, "This doesn't in any way rule out people in almost any age bracket from eight to 80, but it helps to start young."

Greta's father, a cross-country skier, taught her the rudiments of the sport in her native Sweden. After she came to Canada and married a policeman she introduced him to the sport. Today, she claims her husband Syd is an ardent skier. Latest convert in the family is her 8-year-old grandson.

Ontario-born Ian Stuart, whose wife is an excellent skier, is impressed with the enthusiasm of Prairie skiers. "They'll travel over 300 miles on a weekend to a resort, which would be unheard of in the

east where facilities are plentiful and more easily accessible," he said.

How to get more fun out of skiing? These are some suggestions from Greta and Ian.

EQUIPMENT

Buy a good pair of boots. Be prepared to spend quite a bit of money on them. When you buy skis, make sure they have safety bindings, as well as heel and toe releases that unfasten for forward or sideways falls.

CLOTHING

Dress as warmly as you can, without hampering your movements. Some of the more fashionable outfits should be discarded for warmer suits. Thermal underwear is recommended. Wear regular socks under ski socks.

BEFORE YOU HIT THE SLOPES

Rid your skin of moisture to present a dry surface to the cold winds by taking a hot bath. Be sure to dry yourself thoroughly. Powder your feet to keep them dry. Greta recommends that the girls protect their skin from the wind and sun with sun tan lotion. Indoor skiers

who want to get tanned the easy way may choose from a wide range of skin bronzers.

TRAINING

The quickest way to develop your technique is to visit a ski school and learn from a qualified instructor.

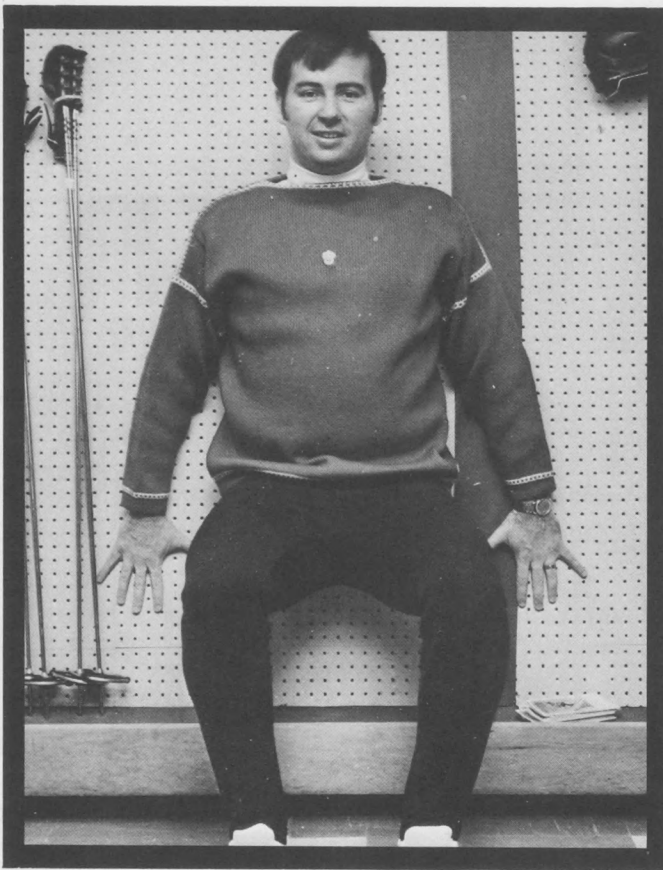
GETTING STARTED

After you've attended the ski school and have learned the essential manoeuvres, try your new found skills on the smaller slopes before tackling the big ones. Stay relaxed and try not to stiffen up. Skiing is fun and it's not difficult to master. Like anything else, it requires a desire to learn and constant practice.

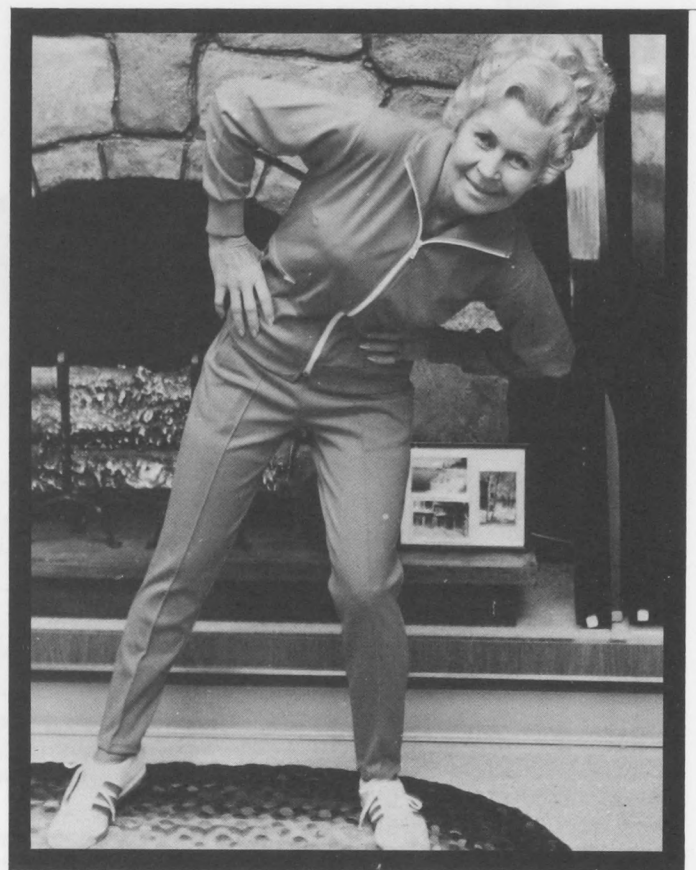
EXERCISE

Do all the exercises recommended by Greta and Ian, see next page. As well as their simplest exercise — running up and down stairs. It's helped Nancy Greene and Jean-Claude Killy — and it can help you.

Eatonians in Winnipeg have formed their own ski club. Beginners and experienced skiers are welcome. Contact Linda Matheson, Wage Administration, local 2911 or Cy Baker, Data Centre, local 5023.



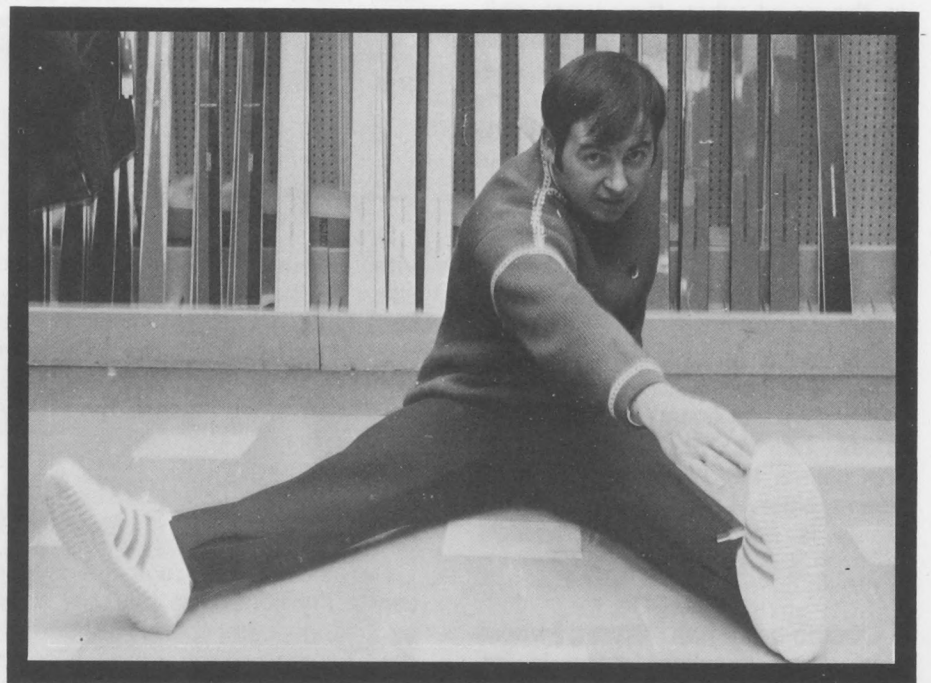
WALL SITTING: Stand with your back firmly against a wall, feet slightly apart. Drop your body until your thigh forms a 90 degree angle with the wall. Hold for ten seconds



TRUNK ROTATION: With your feet apart and hands on hips, bend at the waist and rotate the upper part of the body in a circle. Start by rotating 10 times to the right, then 10 times to the left



THIGH LIFT: Squat halfway, with head erect. Place hands under the backs of thighs, and lift straight up against thighs, steadily increase the pressure for four seconds



TOE TOUCHING: Sit with your legs spread at a 45 degree angle. Lift your arms to horizontal, then swing forward and back alternately touching your toes



The new Saskatoon store is similar in design and appearance to Polo Park, opened in May, 1968. Project manager in Saskatoon is Store Manager Russ McBride and progress inspector is Jim Hill, Plant Supervisor.

Construction Of New Saskatoon Store Is Three Weeks Ahead Of Schedule

Eaton's new store, under construction at the north end of Saskatoon's Mid-Town Plaza, is three weeks ahead of schedule. The new building, slated for completion next year, is to be the largest retail outlet of about 40 stores in the Plaza. Eaton's store is to occupy a total of some 193,000 square feet on three levels out of the shopping centre's 500,000 square feet of retail space — an increase of 70,000 square feet over the present structure.

Strike

Construction of the escalators and elevators has been delayed by a supplier strike since early Spring. However, other construction is moving along smoothly. Exterior brickwork and pre-cast features are complete. Installation of ceiling lighting on the lower level has started and oilers installed in preparation for winter work.

Warm Weather Wanted

Recent wet and cold weather created problems with the completion of the roof, but construction men are confident that after a few dry, warm days the job will be complete.

Colour Codes

Plans for moving merchandise and equipment into the new building are underway. To ease handling, special colour codes have been allotted to merchandise, fixtures and office equipment. Corresponding colours are assigned to different areas.

Special Features

The building is to be completely air-conditioned and equipped with automatic elevators to all three levels. Wash-

rooms have been designed to accommodate customers confined to wheel chairs. Another customer convenience is the beauty parlour which is to be equipped with the latest in hair styling and treatment facilities, including wig fitting and styling. Loading and delivery dock facilities are specially designed to handle vehicles ranging from small delivery trucks to large semi-trailers.

Restaurants

After opening day, shoppers may enjoy food prepared in Saskatoon's most up-to-date kitchen overlooking the Plaza's mall in the new store's restaurant. Food from its kitchen is to be made available to the adjacent staff restaurant. Over 300 entries have been received in a staff contest to name the new dining area.

Eaton's United Way Gift is \$167,500

The staff and company donation of \$167,500 is the largest single gift to the United Way and represents nearly six per cent of the 1969 UW goal of \$3,294,000. This gift is divided into two parts, an \$80,000 donation from the Eaton Employees' Charitable Fund and a Company contribution of \$87,500.

Special guests at a presentation of the gift matched Eaton's century of service in human terms. Attending the event were Mrs. Martha Reeve, who is nearing her hundredth birthday, and twins Allan and William DeWitt — born in Winnipeg's General Hospital May 26, 1969. All three benefited from United Way agencies.

Mrs. Reeve is associated with the United Way through their friendly visiting service of the Age & Opportunity Bureau, while the twins received blood transfusions at birth from the Winnipeg Red Cross Society, another UW agency.

Also attending the gathering were J. N. W. Budd, 1968/69 Campaign Chairman of the United Way, R. W. Peck, Winnipeg General Manager, and Bea Nash, EECF president.

Mrs. Reeve was born in Survey, England, in 1872. She married a Royal Artillery sergeant and went with him to South Africa, where he fought in the Boer War. During the hostilities, Mrs. Reeve caught the last train out of Ladysmith, before the community was besieged by the Boers. As her train pulled out, it passed one coming in with a young journalist aboard, named Winston Churchill.

The Reeve's next home was India and following World War I they came to Canada. Since 1920, Mrs. Reeve has lived in Winnipeg. "The changes in the city since I first came have been fantastic," she said. "The whole area seems to have been altered in some way or another." I can't imagine what it'll be like in another hundred years, she added.

When William and Allan DeWitt were born their blood didn't have enough haemoglobin — the colouring matter of the red blood corpuscles. This was because the Rh negative factor in Mrs.

DeWitt's blood had been producing antibodies which were destroying the blood cells.

Two exchange transfusions were performed at birth. The new blood was injected into the twins' blood stream in minute amounts and at the same time a similar amount of the cells affected by the antibodies were removed. The process was repeated until most of the boys' blood was exchanged.

Mr. Budd thanked Eaton's for the outstanding support they give to the United Way each year and the concern of the Company's staff for needy peo-

ple. Miss Nash expressed her thanks to all Eatonians who contributed to the United Way, through the Eaton Employees' Charitable Fund.

In a letter to all welfare secretaries, Miss Nash cited the important role part-timers play in the fund. "We need your help to continue in our efforts to donate funds to needy and worthwhile causes in our city," she wrote. Bea Nash urged the secretaries to approach part-time people, in their departments for the Christmas Season, to give them an opportunity to contribute. "I can't imagine a more worthwhile Christmas gift," said the EECF president.



To mark Eaton's Centennial Year gift to the United Way, three recipients of United Way Agencies, whose lives span nearly one hundred years, United Way officials and executive members of the Eaton Employees' Charitable Fund, met at a presentation in the Downtown Store's Executive Board Room. Seated in the front are Mrs. Martha Reeve, who is nearing her hundredth birthday, and Allan DeWitt, born last May. Back row, left to right, are R. W. Peck, Winnipeg General Manager, Mrs. W. DeWitt, J. N. W. Budd, Campaign Chairman, holding twin brother William DeWitt, and Bea Nash, President of the Eaton Employees' Charitable Fund.

Lysechko, Taylor Win Top Regional Bowling Honours

Elvera Lysechko, Melville's CSO Supervisor, and Frank Taylor, Brandon Operating Supervisor, won the Eaton 100 5-pin regional playoffs in Winnipeg Oct. 18.

Over 300 keglers took part in the competition from the Lakehead,



FIRST BALL: It's a strike! Pamela Paladachuk, Catalogue, a Miss Blue Bomber finalist, threw the first ball to open the regional tournament and scored a direct hit. Cheering her on are Allan Bridges, left, and tournament organizers Ted Black, Tom Scott and Les Smart.

Manitoba and Saskatchewan. First place runners-up were Wilma Shadlock, Brandon, and John Kot of Weyburn, while Patricia Mitchell, Swift Current, and George Delorme of Prince Albert captured the second place laurels.

The two Western champs came third in the National championships held in Toronto November 1. The winners were Margaret Parker 1444, CSO, Ottawa, and Howard Chown 1579, CMO, Toronto. Second place honors went to Alice Bourdon and Paul Trudeau of Montreal.

In the regional event, highest tally without handicap award for one game went to Brandon's Wilma Shadlock 363, trailed by Vic Swiderek of Winnipeg with 303. Other scratch laurels were chalked up by Wilma Shadlock, highest total score 1,474, and Vic Swiderek came second with 1,438 points. Judy Newton was the only contestant to roll six games over the 200 mark.

The regional event's draw prize, a Viking colour television set, was won by Larry Zarychanski, Section Supervisor, Service Building Warehouse Bargain Centre.



CENTURY SPECIAL: Kay Redl, Saskatoon, and her team won a recent account promotion contest with a tally of 147 new accounts. As a prize the team received 100 quarters, 100 dimes and 100 pennies.



TOP KEGLERS: Elvera Lysechko and Frank Taylor are the winners of the Eaton 100 regional bowling tourney.



REGIONAL CHAMPS: The 20 bowlers who competed for top honours in the Centennial bowling roll-offs are, front row, left to right, George Delorme, Ted Elliott, Roger Brausen, Marg Hoff, Ima Herrem, Maxine Harris, Art Callaghan, Judy

Newton, Wilma Shadlock and Frank Taylor. Back row, from left to right, are Melvin Crampton, Harvey Bumphrey, John Kot, Elvera Lysechko, Vic Swiderek, Nellie Kostynyk, Tom Currie, Mary Culham, Reta Leachman and Patricia Mitchell.

\$50,000 FOR MTC

Pierre Cardin Show Rated As City's Most Glamorous Occasion

Highlight of Eaton's World Import Fair, Oct. 3-18, the Company's major Centennial Year promotion, was the showing of Paris Designer Pierre Cardin's world acclaimed fall collection at Winnipeg's Centennial Concert Hall. Proceeds of the fashion show, rated by experts as Winnipeg's most glamorous occasion, were earmarked for the completion of the new Manitoba Theatre Centre Building.

Over 700 people attended the evening — a joint venture by Eaton's and the MTC — which raised over \$50,000 for the new theatre.

The show was set against a black and white backdrop designed by Janice Bauman, Winnipeg Display Manager. Prominently featured were M. Cardin's moon collection — fashions with cir-

cular shape designs in hats, hems, capes and half moon silhouetted dresses.

The collection included both men's and women's fashions. Prominent colours were blacks, charcoals and greys. Plastics and vinyl frequently appeared in pants, shoes, hems and trimmings. The French designer used a wide range of ethereal sounds to project the mood of the futuristic fashions.



AID UNICEF: Students from Miles Macdonell School of Fashion decked themselves out in Hallowe'en outfits and visited downtown Winnipeg businesses where they received donations for UNICEF. John Paterson, Store Operating & Service Manager, made Eaton's gift to this United Nations' fund.

APPOINTMENTS

WINNIPEG

Miss P. A. Tetrault, Buyer 241.
Miss M. L. Morrison, Buyer 345.
H. Kuziw, Group Supervisor, Transportation.
J. W. Martyn, Staff Development Supervisor.
Mrs. J. M. Webster, Central Employment Office Supervisor.

CATALOGUE

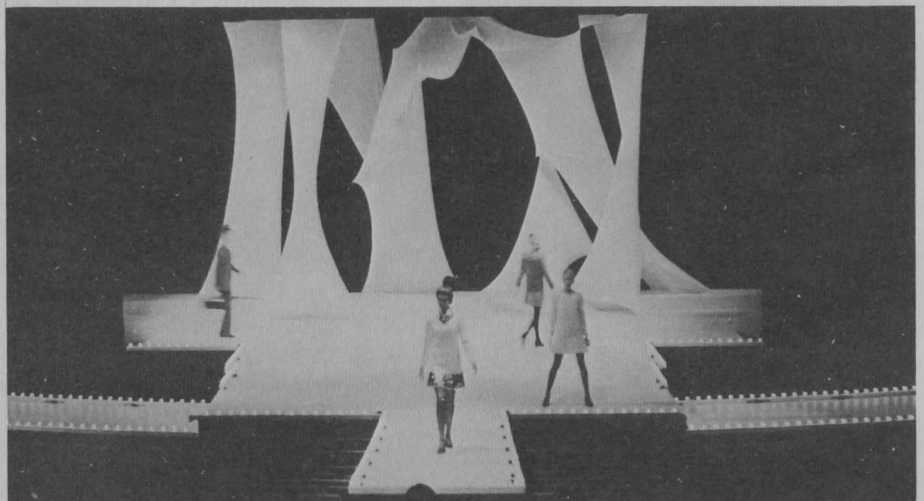
W. H. Rendall, Control Buyer 69, 71.
Miss V. E. Baranowski, Control Buyer 1, 4, 17.
S. Blok, Buyer 44, 48.
C. J. Rodgers, Buyer 52, 74, 75.

SASKATOON

A. V. Atwood, Merchandise Services Mgr.
R. V. Vogelgesang, Sales Manager 261.

TRANSFER TO TORONTO

W. E. Robertson, Control Buyer Company Merchandise Office.



The impressive backdrop for the Pierre Cardin fashion show in the Centennial Concert Hall was designed by Janice Bauman, Display Manager.



TACA CHAMPS: John Babineau, Manager, radios & T.V.'s, second left, received the TACA Red Dot Trophy from S. J. Shortt, Sales & Merchandise Manager, after his department had won the coveted award. At far left is John Ferguson, Group Sales & Merchandise Manager, Lower Price Store, and far right is Russ Kehler, Polo Park Store Manager.

Eaton's University Scholarship Winners



Geraldine Hale
University of Manitoba
Daughter of Frank Hale,
Elevators



Garry Houssin
University of Manitoba
Son of Yvonne Houssin,
Catalogue Drug Filling



Kenneth Houssin
University of Manitoba
Son of Yvonne Houssin,
Catalogue Drug Filling



Robert Miller
University of Manitoba
Son of David Miller,
Traffic, Service
Building



David McAllister
Brandon University
Son of Mr. W. W.
McAllister, Brandon
Store Manager.



Charles Pazdor
University of Manitoba
Junior Achievement
Scholarship



Ronald Tennenhouse
University of Manitoba
Junior Executive, Boys'
Wear



George Thomas
University of Manitoba
Son of Mr. D. D.
Thomas — Contract
Sales



Barry Wilson
University of Manitoba
Son of Hugh Wilson —
Catalogue Merchandise
Control



PRAIRIE BEAUTY: Marlies Heimburger, Saskatoon Hosiery, represented Saskatchewan in the Miss Canada Pageant in Toronto Nov. 4-11. Miss Heimburger, who also models for Eaton's, was chosen this year's Showtime Princess.



Ian Leithead, Adam Shop Manager, acted recently as an adviser to the University of Manitoba's Freshie Week. One of the job's fringe benefits was a trip on the Paddle Wheel Queen cruise ship with 21 beauty queens. Winning freshie queen award went to Anne Hall, standing, third left.



ON THE MOVE: General Office staff, at left, wrap up supplies and equipment in preparation for the move from the 8th floor of the Downtown store to their spanking new offices in the renovated Somerset Building at the corner of



Donald and Portage. The General Office share the office building's third floor with the Sales Audit and Budgeting & Statistical offices, who have also moved out of the store to free space for selling and storage areas.

Plans For Centennial Curling Underway

Plans for the Eaton Centennial Curling Championships in Winnipeg March 4-7, 1970 are in full swing. The championship is to be hosted by Winnipeg and rinks from across Canada and are expected to compete in the 4-day event.

Here's a synopsis of the rules.

- Entry fee is \$10 a rink, which guarantees curlers two games.
- Rinks to consist of two men and two women.
- Combined service per rink is to be 25 years.
- Husbands and wives of staff members are eligible.
- All regular and part-time staff members with one year's service as of December 1, 1969, are eligible.
- Closing date for entries is December 8, 1969, the Company's official birthday.

- Individual entries are accepted.

Centennial Curling Committee are to make up teams. Send Manitoba and Northwestern Ontario entries to: Jim Thomson, Curling Chairman, Watch Repair Department, Cat. Building, Saskatchewan entries are to be mailed to: Del Vopni, Personnel Manager, Saskatoon Store.

Driver Praised for Courtesy



Peter Doyle

Peter Doyle, a Saskatoon Store driver, received a good deal of praise from a customer who wrote this in a letter to Store Manager Russ McBride: "I have at all times, found Mr. Doyle to be thoughtful, courteous and pleasant, and I feel that any Company with such a favourable employee should have the opportunity to know how well he treats the public."

Mr. Doyle is Eaton's Driver-of-the-Month.



SASKATOON GIFT: The Saskatoon store presented a total of \$7,700 to the United Way. — a \$4,300 gift from staff and a \$3,400 company donation. Del Vopni, Personnel Manager, left, presented the donation to George Gillis, Campaign Chairman. At right is Dick Vogelgesang, president of the staff fund.



HALLOWEEN CAPER: Over 500 Eatonians attended the Eaton 100 Centennial Ball at Winnipeg's International Inn Oct. 31 and danced until the wee hours to the music of Jimmy King and his orchestra. Halloween outfits at right, were worn by Barbara Mills, Staff Training, left, Mike

Cunnington, Company Information Systems, Toronto; Janis Perry, Wage Administration Manager; Don Mills, Staff Training; Kathy Mills and Allan Lye. Organizers of the fun-filled event were Mary Aronius, Advertising, and Mel Jenkins, Catalogue Operating.

SERVICE ANNIVERSARIES

40 YEARS



Miss E. Fryer, Printing Plant, December 2.



Mr. J. E. Wilde, Parcel Delivery, December 2.



I. Wood, Men's Casual Wear, December 3.



Miss W. M. Nash, Cash Services, December 4.

25 YEARS



Mrs. Janet Jones, Catalogue Distribution, November 3.



Mr. R. K. Virtue, Jewellery Repairs, November 17.



Mr. G. E. Belford, Supply Stockroom, November 20.



Mr. David A. Turner, Caretaking, November 20.



Mr. John A. Fortune, Furniture Delivery, November 21.



Walter Russell McDonald, Central Receiving, November 30.

Leisure Days Ahead



Mr. G. Drummond, Men's Suits & Coats, 50 years of service.



Mr. P. H. Smith, Winnipeg Buying Office, 48 years of service.



Mr. J. Trainor, Advertising, 41 years of service.



Mr. F. Farnfield, Men's Suits & Coats, 40 years of service.



Mr. T. R. Humphreys, L.P.S. Lingerie, 39 years of service.



Mr. G. Yelland, Central Receiving, 32 years of service.



Mr. W. J. Rankine, Central Receiving, 13 years of service.

Best wishes to the following Eatonians on their retirement. In addition to those in the photographs are: Mr. C. S. Ridgedale, Packing & Crating, 46 years of service; Mr. J. Carlisle, Assembly & Shipping, 25 years of service; Mr. C. Clement, Cartage, 22 years of service; Miss A. Martel, Candy Factory, 22 years of service; Mr. M. Sutter, Vancouver Warehouse,

22 years of service; Mrs. I. G. Lawson, Accounting Admin., 21 years of service; Mrs. M. Sinclair, Regina, 16 years of service; Mrs. M. Morrill, Staff Cafeteria, 13 years of service; Mrs. E. A. Heppenstall, Misses' Dresses, 11 years of service; and Mrs. M. McLean, Sportswear, 11 years of service.

In addition to those in the photographs are: 40 years — T. S. Weston, Order Filling, November 21; W. R. Donaldson, Dispatch, November 25; F. Butland, General Office, December 9; and C. Bennett, PTA Advertising, December 13. 25 years — Stella Shozda, General Office, November 7; Jack Caine, Display, November 9; Joan Mary Radford, Account & Control, November 28; Ethel L. Berg, Order Preparation, November 29; Steve Lucyk, Vacuums & Cleaners, November 29; Elmer W. Irwin, Merchandise Handling, December 9 and O. C. Asselstine, Audit, December 12.

**SAVE 20%
ON
BUSINESS
CLOTHING
NOV. 14 - 27
(inclusive)**

65th Anniversary

A former member of Winnipeg's Jewellery Workroom, who retired in 1950, recently celebrated his 65th Wedding Anniversary. Robert Sackville and his wife, who were married in Scotland in 1904, were feasted on their anniversary by friends and relatives at their home in Winnipeg. One of their daughters is Ruby Fraser, Employment Office, Service Building. The couple have six grandchildren and two great-grandchildren. Mr. Sackville, who is a veteran of the Boer War, received messages of congratulations from Queen Elizabeth, Prime Minister Trudeau, Lieutenant Governor Bowles, and Premier Schreyer.

\$85 Paid For Seven Winning Suggestions

Seven Eatonians received boosts for their Christmas gift buying budgets in the form of \$85 in awards for their accepted suggestions. Awards were announced following a late-October meeting of the suggestion committee.



PACIFIC CENTRE: Photo shows construction underway in downtown Vancouver of Eaton's new 5-storey store, containing 465,000 square feet of floor space. Completion is slated for 1971.

Sports Roundup

The Winnipeg Eaton Employees Ski Club plan an open house in the 9th floor board room, Winnipeg Downtown Store, on Thursday, November 20 at 7:30 p.m. All staff are invited to attend the event which will include a fashion show, a ski film presentation, a door prize and a sporting goods display. Early in December, the club, known as WEESKI, are planning a bus trip for members and their friends to Sugar Hills, Minnesota. The club's executive members are: Cy Baker, president; Ian Stuart, vice-president; Nap Ruzesky, program; Janis Perry, secretary-treasurer; Linda Matheson, membership.

* * *

Blue Bomber linebacker Phil Minnick, who worked for Eaton's Downtown Sporting Goods Department last summer, received the Air Canada Cup, awarded annually to the most popular Bomber player.

* * *

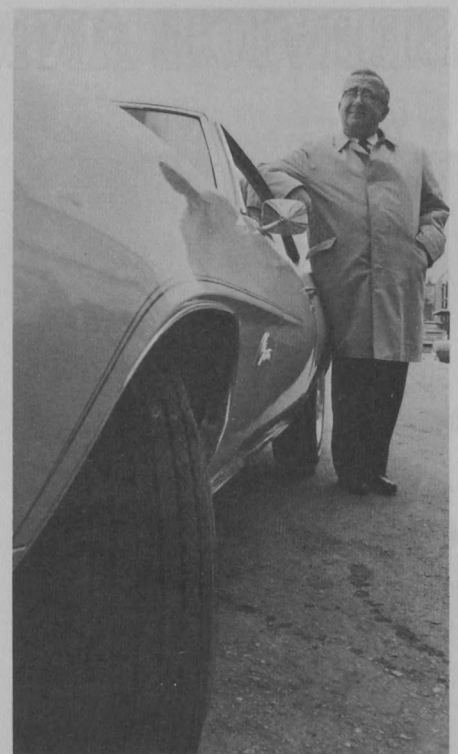
Winners of the annual Gopher-Broke Rally, organized by Ken Von Platen, Catalogue Administration, were Mr. and Mrs. Graham Bloomer. Graham works in the Catalogue Building. Some 50 cars entered the popular event.

Topping the list money-wise were three \$15 winners: Daisy Irvine, Meats; Malcolm Braithwaite, Service Bureau, Polo Park and Thomas Blair, Dispatch. Mrs. Irvine suggested that an air hose be installed in the cooler where meat cutting is done to increase efficiency and save time. Malcolm Braithwaite's suggestion was that additional type be printed on Cash Account Refund Authorization Slips to streamline the exchange desk operation. A method of speeding up the addressing of labels on parcels netted Thomas Blair his award.

Other winners received \$10 prizes. Margaret Morran, Customers' Accounts suggested that No Smoking signs be placed throughout the Store, while Norma Schwartz, Polo Park China, recommended that small greeting cards be made available at the gift wrap counter. Andy Lane, Service Building Exchanges, another \$10 winner, received his award for suggesting that gum tape and twine be used for tying furniture returns. Norman Thornton, Central Receiving, suggested that safety mirror be placed in the Receiving Area.



HONG KONG DANCERS: Part of the World Import Fair promotion were the Charles Cheung Dancing Troupe, a mother and her five daughters. The dance being performed above, is known as "The Dumb Carrying the Disabled Girl."



CAR WINNER: Ted King, White Goods, Downtown Store, won a 1970 Camaro in the Catch-a-Camaro contest sponsored by the National Appliance Association.

Keys To Be Happy

Speak to people. There is nothing as nice as a cheerful word of greeting.

Smile at people. It takes 72 muscles to frown but only 14 to smile.

Call people by name. The sweetest music to anyone's ears is the sound of his own name.

Be friendly and helpful. If you have a friend, be one.

Be cordial. Speak and act as if everything you do is a genuine pleasure.

Be interested in people. You can like everybody if you try.

Be generous with praise, but always be cautious with criticism.

Be considerate of the feelings of others. It will be appreciated.

Be thoughtful of the opinions of others. You're not right one hundred per cent of the time.

Be alert to give service. What counts most in life is what you do for others.

The Most Personal Gift on your list



The first step in giving blood is having your finger pricked, to get a tiny sample of blood to test its haemoglobin count. According to Margaret Mizak it doesn't really hurt, but is probably the most uncomfortable part of the whole operation

Toys for the children, a transistor for your nephew, a sewing machine for your wife, a blouse for your sister-in-law, and blood for your fellow man. That's the gift Margaret Mizak, Service Building, recently gave, along with nearly 300 other staff members, at the recent Red Cross Clinic in the Catalogue Building.

For Margaret the painless, twenty minutes she spent giving blood was one of the most important gifts she'll be giving this season. It could save a life.

If you missed the clinic at the Company, you might want to go to the Red Cross Headquarters to donate blood. It will be one of the easiest, most important, most personal gifts you've ever given. And you don't have to worry about gift-wrapping it.



A Red Cross attendant records information on Margaret's medical history



Under the direction of highly qualified nursing staff, a needle is injected into Margaret's bloodstream which is connected with a plastic container beside the bed



When the container is full, a nurse carried the donor's pint of blood to a central receiving area where it's categorized and then placed in a refrigerator



To give this most personal gift takes approximately twenty minutes



Before returning to work, Margaret enjoys a cup of coffee with co-worker Pat Harrison



Eaton's Brandon Store, inside circle, is in the heart of the city downtown business district

BRANDON

**... a city with a rich heritage ... a tradition
of friendliness ... and a vision of a vital future**

Although Brandon — Manitoba's second largest community — has long been overshadowed by Winnipeg, this city is rapidly approaching major league status in all areas. Industry is expanding and residential areas are growing rapidly, bringing new streets, new schools and increased needs for retail services. Because Brandon is just coming into its own as a major centre in less than ten years, it is experiencing not only growing pains but unlimited opportunities as well.

Eaton's is the biggest department store in the community and one of its largest employers. To keep pace with the city's expansion, the store recently completed extensive interior renovations. The main floor has been transformed into a men's and women's fashion area.

On three floors, partitioned shops, spacious aisles, modern fluorescent lighting and blended colour schemes have created attractive shopping facilities. Manager of the Brandon store is William McAllister, who has been associated with Eaton's for 40 years. He began his career with the Company in the Winnipeg Store in the Food Department. Mr. McAllister, who hails from Northern Ireland, was transferred to the Dauphin store in 1935 as Assistant Store Manager.

In 1940 he moved to Brandon as Assistant Store Manager and nine years later was appointed Store Manager. Community involvement is a vital concern of the Store Manager, who is a life member of the General Hospital Board of Directors and is associated with the United Way.

With a population of 34,000 people, Brandon serves a trading area of over 180,000. The city has many attractions including Brandon University, a modern Centennial Concert Hall and the Wheat City Arena, home of the Brandon Wheat Kings junior hockey club, many times provincial champions and contenders for the Memorial Cup, Canada's top junior hockey prize. Annual events of international interest include the Winter Fair, the Provincial Exhibition and the Winter Carnival.

Ever since the first settlers arrived in Western Manitoba in 1872, agriculture has been the lifeblood of the region. Excellent soils and favourable weather make this area a major agricultural centre. However, today a wide range of industries are making



A new Christmas decoration is displayed for Store Manager W. McAllister, right, by Jack Cross, Advertising. Proof of Brandon's vitality is 1969 Birthday Sale Pennant



Main responsibility for staff training rests with Blanche Benson, Personnel Manager, centre, who is also Brandon's Contacts correspondent. Seated from left to right, are Vivian Adams, Irene Patterson, Gloria Moreland, Jessie Holisk, Mae Chipman and Edith Henderson

their mark in the community including fertilizer, chemical and construction, which are partly responsible for Brandon's current boom.

The city has an extremely fine downtown shopping area and its

own newspaper, the Brandon Sun which is published daily.

A visit to the Eaton store and a talk with residents and staff leaves one with a definite impression not only of dynamic growth and ac-

tivity but also of pride and accomplishment. In 10 short years Brandon has taken its place as an important city in Western Manitoba. Considering its recent history, it is obvious that Brandon will continue to be a city on the move.



City's progressive Chamber of Commerce office is headed by George Murray, left, shown here with Frank Taylor, Operating Supervisor, in the organization's board room



Nimble fingers of Jean Staire repair and alter men's suits



In the smart men's section, main floor, are staff members Iva Atchison and George Coleman



Night side of the clock workers are Bill Farrell and Bill George



The renovated home furnishings area on the second floor is headed by Manager Clifford Butler, right, assisted by William Cavanagh and Delmar Chapin



Telephone order board staff are, from top to bottom, Madeline Dunsmore, supervisor, Lottie Doak, Helen Ramsey and Claude Dobridge



Frank Bailey, a Sales Manager, examines new merchandise



Basement snack bar staff include Nancy Bacon, Ann Hominick, Barbara Fenning and Margaret Paton



Brandon's distaff side in the General Office are, seated, left to right, Ruby Jackson, June Taggart and Lillian Oliver. Standing, left to right, are May Butler, Ann Reid, Winnie McLean, Cheryl Elliott, Joyce Church, Olva Collister, Thelma Skeoch, Florence Cowan, Grace Osborne and Yvonne Curtis



Receiving area staff prepare merchandise for the sales floor. At right is supervisor Louise Skallerup with Carolyn Hamilton

What Profits Mean to You

Few people really know why profit is vital to the health of any company and its staff. In fact, some people, unfortunately, think that when a company is making a profit it is exploiting customers and staff.

Nothing could be further from the truth. Profit is absolutely essential for the success of any business. And its staff.

Staff can be sure of their jobs only as long as their company is earning enough profit to meet its financial obligations. At the same time, how successful an employer is in realizing the profit he needs absolutely depends on how effectively staff perform at their jobs.

Actually, the profit a company makes is really a measure of how well that company is serving society. Companies which fail to innovate or keep their methods, equipment, research and personnel practices up to date invariably suffer profit losses. In the long run, such companies usually go broke, unless a different management approach can revitalize the entire organization.

Think of all the work profit must do: it must provide the tools and equipment we use for our work; it must provide money for reinvestment in new facilities; it must create new jobs.

All business is a competition for customers. A company enters the competition because it can offer a product or service for sale that customers want to buy. And companies, including our own, can't stay in business for long unless they can win enough of the competitive market to keep operating profitably.

It is important for each of us to do our jobs effectively, at the lowest possible cost. That's one more way of assuring that Eaton's will stay as competitive as possible and continue to provide good jobs with good pay and benefits.

WHO PROFITS FROM PROFIT—YOU DO



Eaton's JA advisers are, from left to right, Tom Dodds, Catalogue Clearance, Chuck Collins, Merchandise Control, Lloyd Shields, Catalogue Circulation, Ian Ross, Catalogue Merchandise Control, Larry Rogers, Service Building Merchandise Control, and Rod Peeler, Men's Furnishings.

Eatonians Make Good Neighbours

Junior Achievement Advisors

Junior Achievement, a program designed to give young Canadians a better understanding of how our business system operates, has received assistance from Eaton's in the form of volunteer advisors — since the organization came to Winnipeg three years ago.

Selected from a wide range of departments within the Winnipeg complex, the 6-man group advise two JA companies, which operate as small-scale business to give teenagers practical experience and training in business fundamentals.

With the guidance of advisors Ian Ross, Larry Rogers, Rod Peeler, Lloyd Shields, Chuck Collins and Tom Dodds, the companies aim to profitably manufacture a product.

Every JA enterprise is organized on the corporate pattern. The teenagers who make up the company act as its board of directors, officers, working force, and sales staff. To finance their project, these young business people raise capital by selling stock at a dollar a share.

Eaton's six specialists provide the benefit of their experience by donating valuable time to counselling these business leaders of tomorrow. Advisors promote retailing as a career these young adults should consider. They cite retailing as an essential industry, huge in size and scope, that is constantly growing and changing, and provides an unusual opportunity for responsibility, income, and achievement.